

Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 DRC-01 RSC-01 /039 W

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R 080927Z APR 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 8595

INFO AMCONSUL BARCELONA

UNCLAS MADRID 2224

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: TARGET INDUSTRY RESEARCH: FOOD PROCESSING AND PACKAGING
(FPP) - SPAIN

REF STATE A-1665

1. AS INSTRUCTED POST DISTRIBUTED SPECIFICATIONS FPP STUDY TO LOCAL CONSULTANTS. THREE SUBMITTED PROPOSALS FORWARDED VIA INTERNATIONAL AIR MAIL APRIL 5.

2. POST BELIEVES SPANISH MARKET MERITS STUDY AGAINST PRIMARY RATHER THAN MODIFIED SPECIFICATIONS. POSITION AGRICULTURAL PRODUCTS AS SPAIN'S LEADING EXPORTS AND RAPID GROWTH FOOD PROCESSING AND PACKAGING FOR DOMESTIC MARKET ASSURE EXCEPTIONALLY STRONG DEMAND FOR FPP EQUIPMENT OVER NEXT FIVE YEARS. HEAVY ATTENDANCE US STAND GRAPHISPACK 74 EXHIBITION RECENTLY HELD BARCELONA WITH RESULTANT LARGE VOLUME OFF THE FLOOR SALES TENDS TO CONFIRM THIS PROSPECT.

3. INTERESTING FACTS PROVIDED BY ONE BIDDER, SPANISH ADVISORY SERVICES, ALSO SUPPORT FEELING MARKET MERITS PRIMARY SPECIFICATIONS. MINISTRY OF AGRICULTURE PLANNERS SEE SPAIN'S POTENTIAL AS "A MAGNIFICENT FOUNDATION FOR BUILDING A GREAT FOOD PROCESSING INDUSTRY OF EUROPEAN SCALE." PRIVATE CONSUMPTION FOOD, BEVERAGE AND TOBACCO ROSE FROM 240 BILLION PESETAS 1960 TO 680 BILLION 1970. FOOD PROCESSING AMOUNTED TO 94.1 BILLION PESETAS (16.4 BILLION DOLLARS US) 1973 UP 9.5 PERCENT FROM 1972. SPANISH EXPENDITURES 1972 FOR FOREIGN PATENTS AND TECHNICAL

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ASSISTANCE IN FOOD AND BEVERAGE INDUSTRY WERE 802 MILLION

PESETAS (14 MILLION DOLLARS).

4. IN LINE WITH POST FEELING TWO BIDDERS PREPARED DO STUDY AGAINST PRIMARY AS WELL AS MODIFIED SPECIFICATIONS.

5. SPANISH ADVISORY SERVICE (SAS) FEE FOR MODIFIED SPECIFICATIONS STUDY 206,500 PESETAS (APPROX. 3500 DOLLARS US) FOR SPAIN ALONE. MINIMUM TWENTY FIVE (25) PERSONAL INTERVIEWS DISTRIBUTED: IMPORTERS FIVE, MANUFACTURERS AND END-USERS FPP EQUIPMENT TWENTY, TRADE ASSOCIATIONS AND GOVERNMENT OFFICES AS NECESSARY.

6. SAS FEE FOR PRIMARY SPECIFICATIONS STUDY 278,480 PESETAS (APPROX. 4720 DOLLARS US) SPAIN ALONE. MINIMUM THIRTY FIVE (35) PERSONAL INTERVIEWS DISTRIBUTED: IMPORTERS FIVE, MANUFACTURERS AND END-USERS FPP EQUIPMENT THIRTY, TRADE ASSOCIATIONS AND GOVERNMENT OFFICES AS NECESSARY.

7. SAS RECENTLY COMPLETED TIR ON METALWORKING AND FINISHING EQUIPMENT (MFE) FOR COMMERCE. POST BELIEVES QUALITY OF WORK SPEAKS FOR ITSELF AND IS CONFIDENT SAME HIGH STANDARDS WILL BE MAINTAINED OR EXCEEDED. STAFF TECHNICAL WRITER B. GAUSS IS AGRICULTURAL ENGINEER WITH EXPERIENCE IN FOOD PROCESSING. POST FINDS HIS WRITING EASY TO UNDERSTAND AND TO THE POINT.

8. IBERIAN MANAGEMENT CONSULTANTS (IMACO) FEE 210,000 PESETAS (APPROX. 3550 DOLLARS US) FOR MODIFIED SPECIFICATIONS STUDY SPAIN ALONE. MINIMUM TWENTY FIVE (25) PERSONAL INTERVIEWS DISTRIBUTED: IMPORTERS THREE, MANUFACTURERS THREE, END-USERS FIFTEEN, TRADE ASSOCIATIONS TWO, OTHERS TWO. ALSO PREPARED TO DO STUDY AGAINST PRIMARY SPECIFICATIONS FOR 300,000 PESETAS (APPROX. 5000 DOLLARS US) WITH MINIMUM THIRTY-FIVE INTERVIEWS. STAFF MEMBER G. B. OLEA IS ENGINEER WITH EXPERIENCE IN STUDYING PACKAGING EQUIPMENT.

9. METRA SEIS FEE 175,720 PESETAS (APPROX. 3030 DOLLARS US) FOR MODIFIED SPECIFICATIONS STUDY SPAIN ALONE. MINIMUM TWENTY FIVE (25) PERSONAL INTERVIEWS. NO DISTRIBUTION GIVEN IN PROPOSAL. APPEARS PROPOSED STUDY WOULD DRAW HEAVILY ON PREVIOUS STUDIES IN RELATED FIELDS ESPECIALLY SURVEY OF THE SPANISH MARKET FOR UNCLASSIFIED

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PACKAGING MACHINERY EQUIPMENT AND SUPPLIES DONE FOR COMMERCE IN 1967.

10. POST RECOMMENDS AWARDED CONTRACT FOR STUDY AGAINST PRIMARY SPECIFICATIONS TO SPANISH ADVISORY SERVICES BASED ON RECENT EXCELLENT MFE STUDY, STAFF COMPETENCE, AND EXCELLENT TECHNICAL ENGLISH THAT AVOIDS LANGUAGE PROBLEMS ENCOUNTERED IN PREVIOUS DONE BY OTHER BIDDERS. SECOND CHOICE WOULD BE SPANISH ADVISORY

SERVICES STUDY AGAINST MODIFIED SPECIFICATIONS. HIGHER PRICE THAN
METRA SEIS BID JUSTIFIED BY BETTER
QUALITY TECHNICAL ENGLISH.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MADRID02224
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740079-0662
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740459/aaaacbqg.tel
Line Count: 119
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-1665
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 23 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 MAY 2002 by bryansd0>; APPROVED <18 DEC 2002 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TARGET INDUSTRY RESEARCH: FOOD PROCESSING AND PACKAGING (FPP) - SPAIN
TAGS: BEXP, SP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005